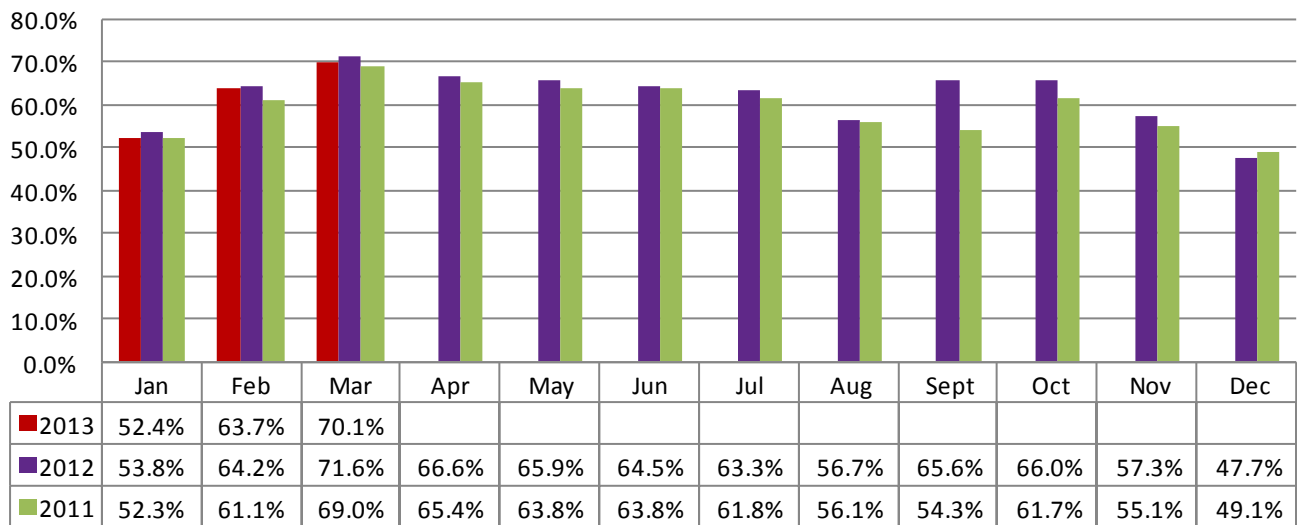


LODGING TRENDS

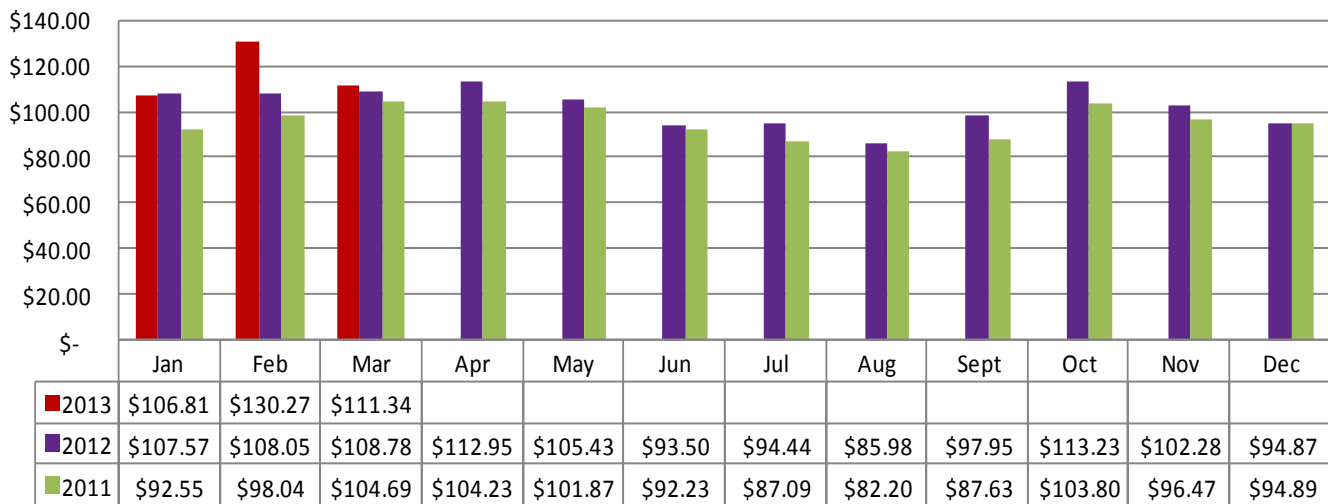
Hotel Monthly Occupancy (%) Trends: CY 2011 - YTD March 2013

March 2013 Occupancy **down 2.0%** over March 2012



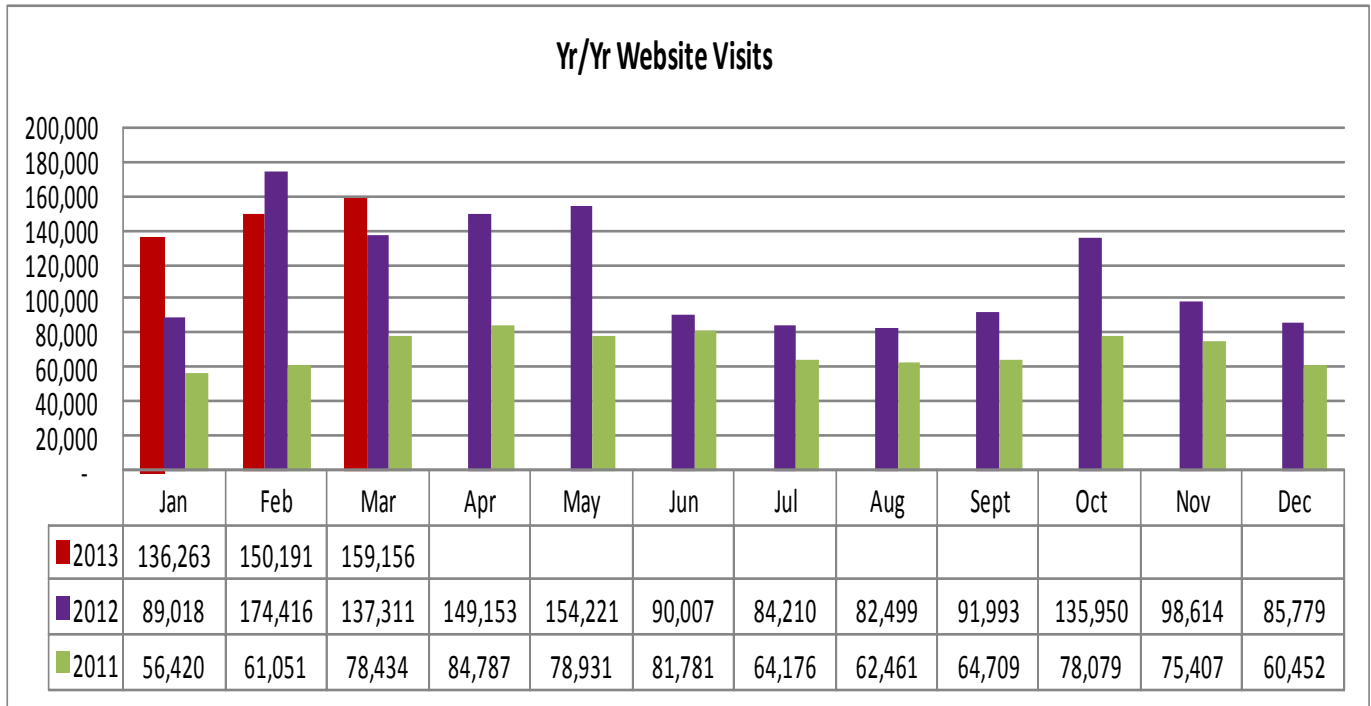
Hotel Average Daily Rate (ADR) Trends: CY 2011 - YTD March 2013

March 2013 ADR **up 2.4%** over March 2012



Source: Smith Travel Research

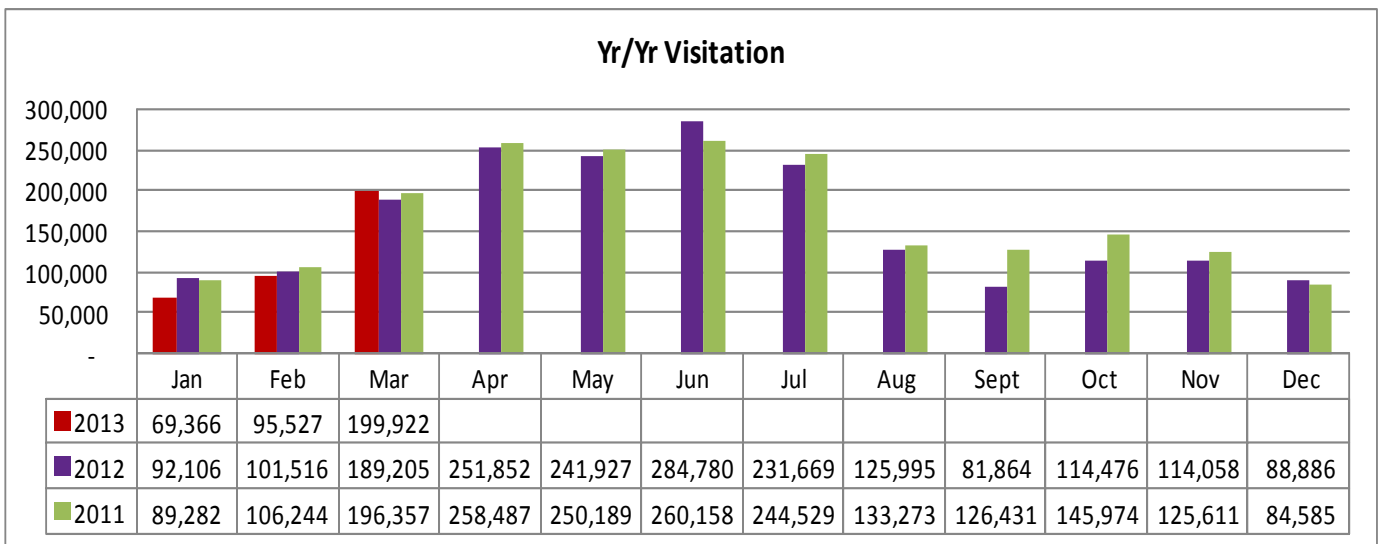
LOUISIANATRAVEL.COM



LouisianaTravel.com website had a **15.9% increase** in visitation over March 2012 to March 2013.

Source: Google Analytics

STATE PARKS



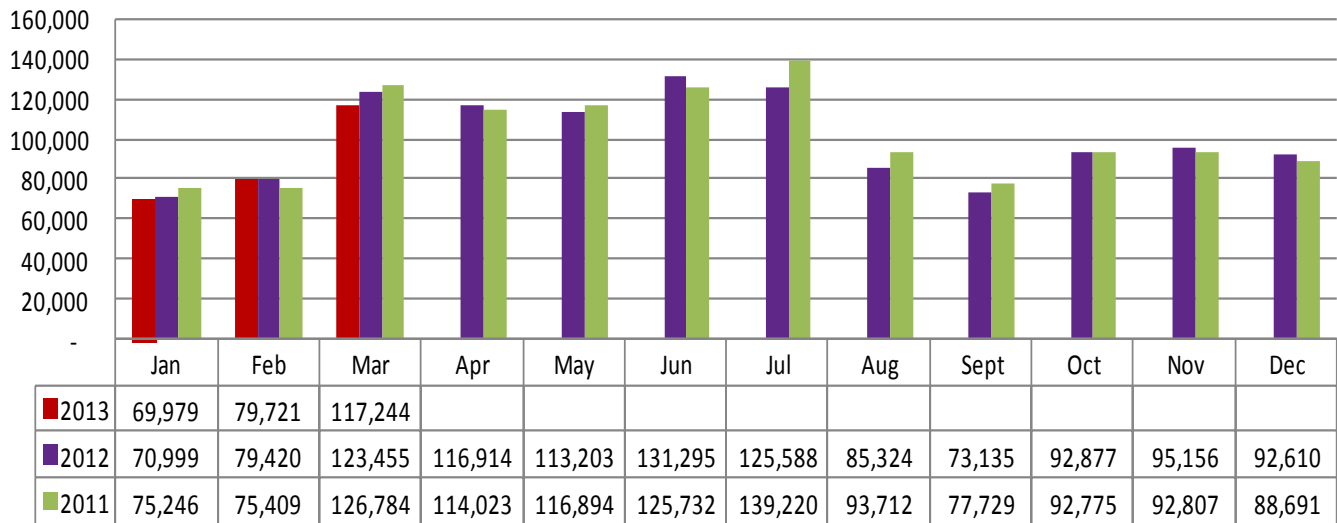
State parks had an **increase of 10,717** visitors from March 2012 to March 2013 or **5.67 percent more** visitors than March 2012.

Source: Louisiana State Parks

For detailed information, contact Reggie Dumas with State Parks at rdumas@crt.la.gov or 225.342.8106.

WELCOME CENTERS

Yr/Yr Visitation



Welcome Center Visitor Totals

International - Mar 2013	
Canada*	4,332
United Kingdom	1,110
Germany	1,028
Mexico	794
France	764

States** - Mar 2013	
Texas	24,372
Mississippi	8,807
Alabama	6,414
Florida	6,013
Illinois	2,311

Cities** - Mar 2013	
Houston, TX	3,500
Mobile, AL	1,240
San Antonio, TX	926
Austin, TX	899
Pensacola, FL	675

International Jan - Mar 2013	
Canada*	10,491
United Kingdom	2,078
Germany	1,679
Mexico	1,592
France	1,584

States ** Jan - Mar 2013	
Texas	51,102
Mississippi	19,744
Florida	14,658
Alabama	14,356
Georgia	5,965

Cities ** Jan - Mar 2013	
Houston, TX	7,943
Mobile, AL	2,941
San Antonio, TX	1,942
Austin, TX	1,933
Pensacola, FL	1,787

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE

